

BRAND MANUAL – SOUTH AFRICA
2015



SCOUTS[®]
South Africa

be prepared....

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What is a Corporate Identity?

SSA's Corporate Identity includes the look and feel of our organisation and drives the marketing and branding. It is our way of making a visual statement of who we are and what we stand for. It creates an emotive connection to our brand that can attract a variety of target audiences. Some CI's are more corporate and others adventurous and exciting. It shows others how we wish to be seen and remembered by them.

WOSM Vision

As a global Movement, making a real contribution to Creating a Better World.

WOSM Mission

To contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

1. Our philosophy

1.1 Vision | Mission

1.2 Strengths

1. Our philosophy

1.1 Vision | Mission

The Vision and Mission are in line with SSA's constitution and are taken from the SSA strategy approved by past National Scout Councils and current governing board.

Vision

The SCOUTS South Africa is South Africa's premier youth movement dedicated to the development of young people in creating a better country for all.

Mission

The mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

How can we use it?

The vision and mission enable us to express Scouting's ideals and work in just a few seconds.

The vision and mission can help start or end a speech, answer a journalist's question, propose a title for a newspaper article or audio-visual presentation.

1. Our philosophy

1.2 Strengths

What is the purpose of brand strengths?

Brand values or strengths are the qualities we need to live our big idea. They are the personality of the brand. They answer the simple question: "Who am I?"

When can we use these words?

- Defining the look of the brand, the design elements (logo, ropes, colours, type, images).
- Creating the character of the communication (tonality, style, sender, etc.).
- Selecting giveaways.

To live our big idea we focus on our strengths.

Involving



How...

- Engaging in activities
- Learning and teaching by doing
- Gaining personal commitment
- Creating opportunities to take part in building something
- Promoting diversity and equality and practising tolerance
- Mutual respect on an individual level

Exciting



How...

- Actively attracting people by offering new dimensions and exciting alternatives
- Evoking passion and commitment
- Initiating discoveries
- Experiencing friendship ("brotherhood/sisterhood")
- Leading and looking ahead

Empowering



How...

- Developing the social, physical, spiritual and leadership potential of the individual
- Enabling individuals and groups by establishing and practising democratic principles and structures
- Giving responsibility
- Conveying ethical values
- Strengthening personal and social maturity

1. Our philosophy

1.1 Vision | Mission

1.2 Strengths

2. Design elements

2.1 World Scout Emblem

What is the significance of the World Scout Emblem?

The World Scout Emblem is the distinctive symbol of our movement and is worn by Scouts worldwide. It is one of the best known symbols on the planet.



The World Scout Emblem has not changed. It is a protected symbol and is therefore subject to licensing restrictions (see Appendix | Brand protection). The correct version of the World Scout Emblem is available from the World Scout Bureau.

Note: This emblem may not be used on its own in South Africa without prior written consent from WOSM through the National Scout Office.



The smallest usage size of the emblem is 6 mm high or 5 mm wide.

Don'ts



The World Scout Emblem may only be white on purple.



The World Scout Emblem may not be used on colour backgrounds



The World Scout Emblem may not be used without the rope.



Do not distort the World Scout Emblem in any way.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

Branding your NSO,

WOSM encourages the adoption of the brand by National Scout Organisations that wish to use it in order to improve its greater visibility, as well as for members of these national organisations to signify their belonging to a great international youth movement that is World Scouting.

There is only one single logo for the South Africa Scout Brand, local regions must adopt this as part of their identity.

The logo is available in two design formats; the corporate and the promotional. (see pages 7 and 34)

This brand will improve the visibility of the Scout movement in your country, and will reflect a sense of belonging and potential of South African youth in the world.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

- Colours
- Size
- Position in format
- Partner branding
- Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

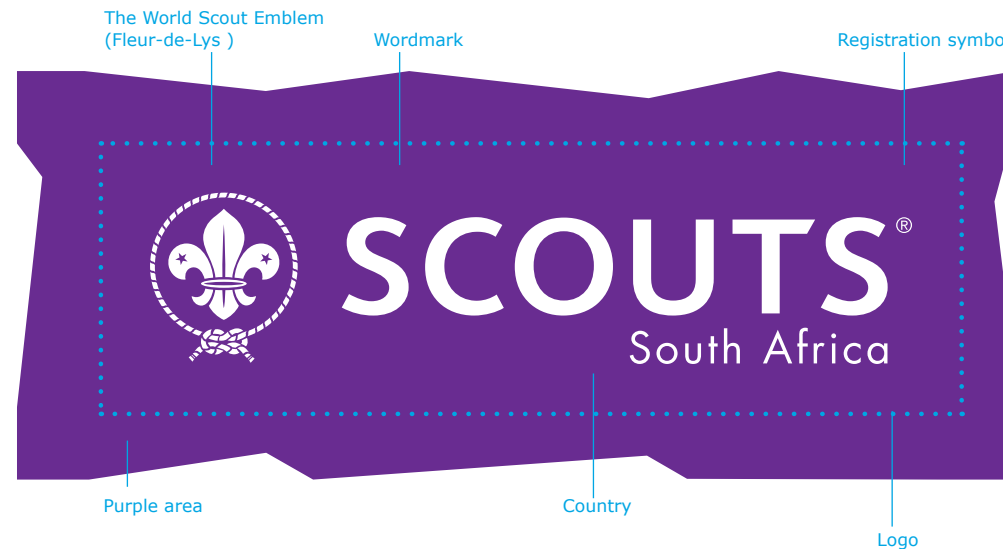
2.6 Imagery

2. Design elements

2.2 Logo

The SCOUTS logo is made up of the WOSM emblem, the wordmark "SCOUTS", the registration sign and the country name. The name "SCOUTS" has replaced the former usage of "World Organization of Scout Movement."

Please note that neither the emblem, the wordmark nor the country name can be used separately.



Country Name

The country name "South Africa" is capitalised because it is a title not a sentence.

Legal Use

Please see Appendix A1 on "Brand protection" for specific information regarding brand protection and the legal use of the SCOUTS South Africa logo.

Don'ts



Do not use the wordmark and country name without the World Scout Emblem.



The logo is never used for regional identification.

Can a colour define a brand?

Next to the logo, the typeface, the name or the claim, colour is important for the brand recognition and is a brand image element to be considered. Basically, colour can help send out a message about the brand, or make it easier to remember, or to associate with. It can be used to evoke emotion and build that all-important connection with the people who surround your brand.

You can use colour to further differentiate your organization from your competitors, and engage and unite your members, partners and audience. When you go beyond the traditional use of colour, you can make incredible strides in achieving your goals.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

Colour of the Brand

Size

Position in format

Partner branding

Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

2. Design elements

2.2 Logo

Colour of the Brand

The logo appears in white on a purple background.



White logo on purple background.

As an exception, a purple logo on a white background can be used. A white logo on a black background can be used for non-colour applications, e.g. for newspaper ads.



Purple logo on white background.



White logo on black background.



Note:
Due to the limitations of certain methods of reproduction (such as a photocopy) the positive logo may appear in black.

Don'ts



Never use the purple logo with dark coloured backgrounds.
Never use the white logo with yellow backgrounds.



No other logo colours may be used except purple or white. Do not mix colours within the logo.

Don'ts



Don'ts



Because this is a protected BRAND, please:

Never replace the World Scout emblem with your National Scout Organization Emblem

Never replace the word Scouts with another word

What is too small?

Minimum size is based on the legibility of the country name and the clarity of the Fleur-de-Lys. When printed or reproduced in any application it should look clear and be readable.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

Colour of the Brand

Size

Position in format

Partner branding

Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

2. Design elements

2.2 Logo

Size

The minimum size of the logo with the country name is 40 mm wide.

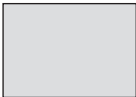
Below are standards for the optimal size for various formats.

Formats

Width of logo



A2	420 x 594 mm	100 mm
A3	297 x 420 mm	64 mm
A4	210 x 297 mm	64 mm
A5	148.5 x 210 mm	50 mm
A6	105 x 148.5 mm	40 mm



A2	594 x 420 mm	100 mm
A3	420 x 297 mm	64 mm
A4	297 x 210 mm	64 mm
A5	210 x 148.5 mm	50 mm
A6	148.5 x 105 mm	40 mm

Minimum size with the claim



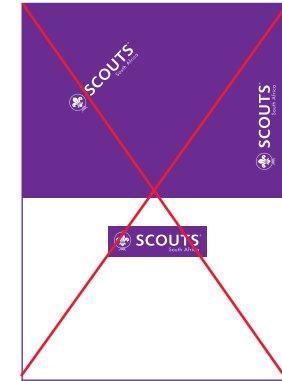
2. Design elements

2.2 Logo

Position in format

The standard position for the logo is aligned at the right and left, of the purple area closest to the edge of the page.

The clear space of the logo is used for the space to the edge of the page or purple area.
Alternatively a non-printing space (of at least 8 mm) must be taken into account for binding or the non-printing area of sheet printers.



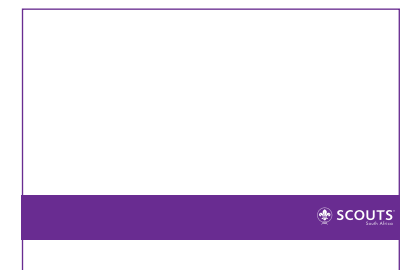
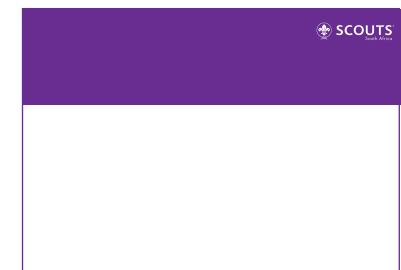
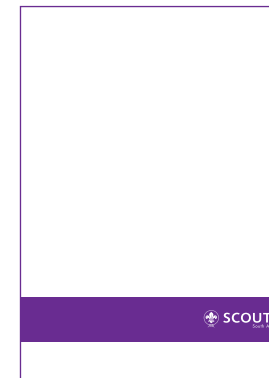
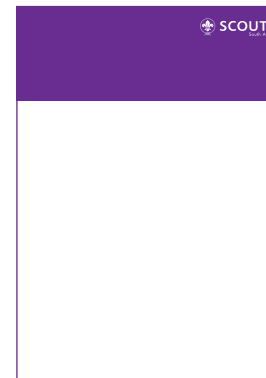
Don'ts

Never use the brand logo in a central position as a single element of communication.

Do not distort the logo in any way.

Examples

The white area represents a “flexible” portion of the layout that may be used for images, illustrations, colour or other design elements.



2. Design elements

2.1 World Scout Emblem

2.2 Logo

Colour of the Brand

Size

Position in format

Partner branding

Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

2. Design elements

2.2 Logo

Partner branding

In all partnership situations the SCOUTS will honour the co-branding specifications of our partners. In return we expect our partners to respect our specifications for correct usage of the SCOUTS logo.

The SCOUTS partner logo is within a fixed proportions purple rectangle. The same rule applies to white and purple and black and white.

Don'ts



Do not use the purple logo in a low contrast situation.

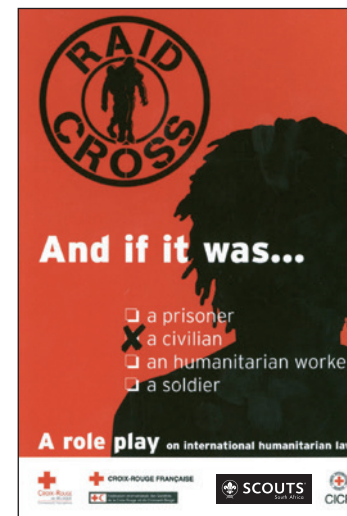
Partner logo and minimum clear space



Examples



In some cases a positive logo (purple logo on white) may be used to ensure a contrast with a dark background.



The minimum size is 40 mm.
(See 2.2 Logo | Size)

Note:
Due to the limitations of certain methods of reproduction (such as a duotone) the brand may appear in black.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

Colour of the Brand

Size

Position in format

Partner branding

Examples of application

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

2. Design elements

2.3 Rope and Tag line

What is a secondary design element?

An additional graphic which communicates the brand in a reduced and flexible way is referred to here as a "secondary element".

Our secondary elements are the ropes and the tag line "**be prepared**", and show the symbolic connection between the world of SCOUTS and SCOUTS South Africa.

The rope is a standard secondary element and always must be presented with the same consistency, do not try to redesign, adapt or re-make the artwork of the rope. The original artwork is available in your association.

Usage & Colours

The rope represents the colours of the South African flag, and are to be used as a consistent design element. The use of this flexible yet distinct element is open to the creativity of all designers, but there are some rules to follow.

In any given application the rope artwork should be recognisable yet abstract. Some sections of the whole rope can be used in any given application, as detailed below.

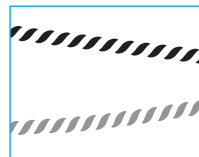
There are multiple versions of the rope: a South African coloured version and also a purple, black & white and white version. The ropes may also be used in a tint of purple or in transparent white.

The tag line **be prepared** can be used with a portion or the complete rope, the sentence can not be typed and used as a separate element.

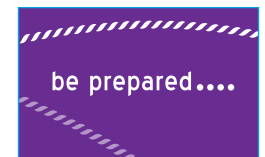
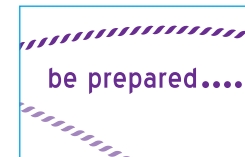
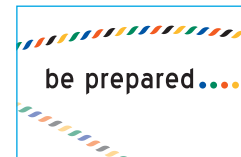
Complete artwork



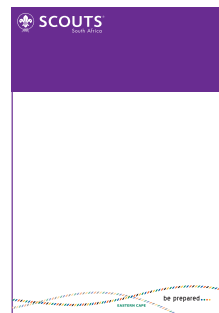
In detail



If the colour rope is used, "be prepared" must be in black font and the four dots in the specific colour as set out.



Examples



2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

Don'ts

Use the colour rope with colour or purple backgrounds sparingly

Never overlap and/or scale the ropes disproportionately

What are the characteristics of Futura?

Futura is timelessly modern; in 1928 it was striking, tasteful, radical – also today it continues to be a popular typographic choice to express strength, elegance and conceptual clarity.

Its long ascenders and descenders benefit from generous line spacing and thus, is very legible. The range of weights and styles make it a versatile family.

What are the characteristics of Verdana?

Verdana has been created specifically to address the challenges of on-screen display. It exhibits new characteristics, derived from the pixel rather than the pen, the brush or the chisel. The balance between straight, curve and diagonal has been meticulously tuned to ensure that the pixel patterns at small sizes are pleasing, clear and legible.

Another reason for the legibility of these fonts on the screen is their generous width and spacing.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Typefaces

2.5 Colours

2.6 Imagery

2. Design elements

2.4 Typefaces

Futura

This font is used to reproduce the name of our country. The Futura Bold Condensed font is also used in graphic elements and headlines and main titles of South African publications.

Verdana

This font is used for the body text of all documents and all communications. This same font is used in the text on the website and emails.

Futura Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

How can we make the most of our colour?

To make the most of our colour, ensure that it:

- 1 Is always the same shade and hue;
- 2 Is visible to all members of your brand community, inside and outside the company;
- 3 Is understood and appropriately used by all employees;
- 4 Is featured on all your communications, materials and educational tools;
- 5 Is different from your competitors' colours;
- 6 Works in all parts of the world where you plan to do business;
- 7 Is applied to more than just your logo;
- 8 Comes with guidelines on its usage for partners and affiliates.

What is the significance of the colour purple?

The meaning of purple is associated with wisdom, dignity, independence, creativity, mystery and magic. According to surveys, almost 75 % of pre-adolescent children prefer purple to all other colours.

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolises power, nobility, luxury and ambition.

2. Design elements

2.1 World Scout Emblem

2.2 Logo

2.3 Ropes

2.4 Typefaces

2.5 Colours

Coding system

2.6 Imagery

2. Design elements

2.5 Colours

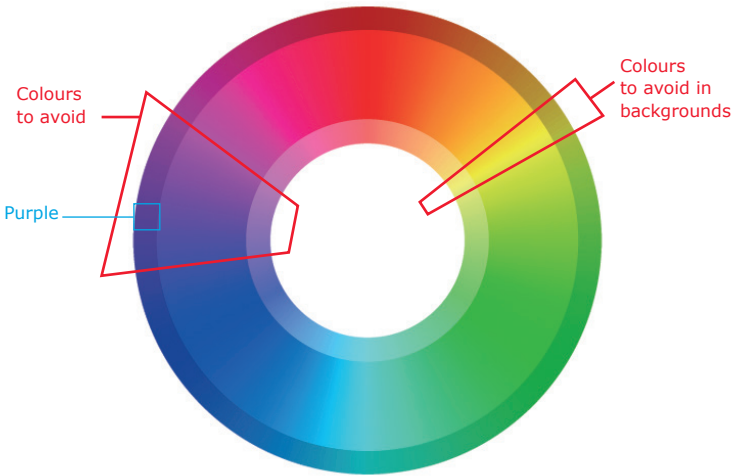
Primary Colours

The main colours for SCOUTS South Africa's communications are purple and white.


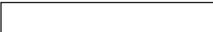
An additional colour can be used in SCOUTS SA's communication eg. the regional indentifications. However, there must be a significant contrast between the SCOUTS South Africa purple and the other colours.

Colour spectrum

On the inner circle are the lighter colours, on the outer are the darker colours of the spectrum.



Colour specifications

		PANTONE® (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (web applications)
	Purple	527 C / U / M	C79 M94 Y0 K0	R98 G37 B153	#622599
	White	–	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF

Specifications for all reproduction methods must be matched as closely as possible to the PANTONE colour. Close attention should be paid at the time of printing to ensure the best reproduction of the colour purple on all paper types and other substrates, e.g. textiles and foils.

Note regarding PANTONE 527:

The PANTONE Colour Formula Guide is printed with the same colour references (or formula) on coated, uncoated and matt paper. The suffix indicates the type of paper the colour is printed on. "C" for coated paper, "U" for uncoated paper and "M" for Matt coated paper. For a given colour, e.g. PANTONE 527 C vs. PANTONE 527 U vs. PANTONE 527 M, the ink formula is identical. The visual difference is caused by the ink reaction to the substrate.

2. Design elements

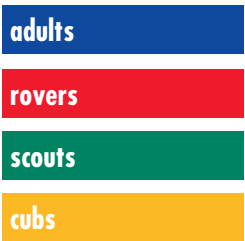
2.5 Colours

Why is there a coding system?

There is a coding system to structure the publications from SCOUTS South Africa.

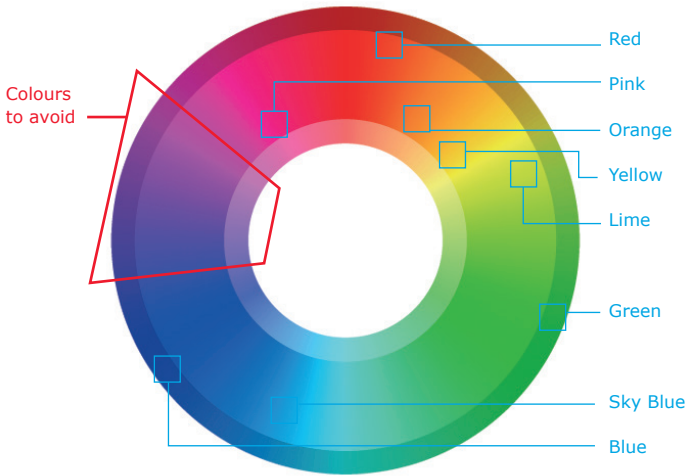
Coding system

There are nine colours reserved for the coding system. Four examples are specified here:



Colour spectrum

On the inner circle are the lighter colours, on the outer are the darker colours of the spectrum.



Colour specifications

		PANTONE® (solid colour, one ink)	CMYK (four colour process)	RGB decimal (screen applications)	RGB hexadecimal (web applications)
	Black	Pocess Black	C0 M0 Y0 K100	R30 G30 B30	#1E1E1E
	Blue	Reflex Blue	C100 M82 Y0 K2	R0 G35 B149	#002395
	Green	3415	C100 M5 Y72 K24	R0 G122 B77	#007A4D
	Red	179	C0 M88 Y84 K0	R222 G56 B49	#DE3831
	Yellow	1235	C0 M30 Y95 K0	R255 G182 B18	#FFB612
	Lime	377	C51 M5 Y98 K23	R115 G150 B0	#739600
	Skyblue	2925	C84 M21 Y0 K0	R0 G152 B219	#0098DB
	Orange	021	C0 M68 Y100 K0	R255 G88 B0	#FF5800
	Grey	7544	C33 M14 Y11 K31	R137 G150 B160	#8996A0

Content vs. Style

There are two topics which are to be considered: the content and the style of the images. The focus for SCOUTS images is on content rather than style.

Example



Content:

- Youth
- Large tent
- Craft activity

Style:

- Bright light
- Colourful
- Shallow depth of field

2. Design elements

2.6 Imagery

Our goal is to improve the quality of the message communicated through SCOUT South Africa's imagery. The SCOUTS image concept is easy to understand to help young people produce photos themselves. We have defined simple rules for the creation and usage of images at international, national, regional and group levels.

WE NEED BALANCE AND DIVERSITY.

Gender: We show girls and boys, as well as women and men.

Age: We are a movement of young people, but inter-generational activities are part of our appearance.

Cultures: The global movement is visible.

Activities: The strengths and energy of our young people is clear.

Environment: In a conference room or at outdoor activities, the SCOUTS are active everywhere, let's show it!



Our behaviour is portrayed with purpose and credibility.

This means young people in action on the ground in their daily life, not only smiling, but participating and reflecting the social impact of Scouting. **We avoid static images with too much protocol** or images that are too posed or too staged and thus obviously not real. Our images simply reflect real SCOUTS and their projects.

We always challenge stereotypes

2. Design elements

2.6 Imagery

People

There are people – as individuals or in a group – in the image.

Group



Individual



People

A group of Scouts from South Africa exploring. A single Scout making her way through the bush.



Objects

We know the meaning of this stone, but someone will see an inscription in the stone. The building is nothing without the people inside. Show the people.

SCOUTS heritage

The image is identified as a SCOUTS image. The people are Scouts, wearing scarfs, hats, and uniforms.

Group



Individual



Scouts

The hands of youth making the timeless gesture of Scouting. A happy Scout painted with her national colours.

Group



Individual



Non-Scouts

These images are not obviously about Scouting. The clasping of hands, although symbolic, is not a natural gesture. The boy shows little emotion and his baseball hat is not a unique symbol of his culture or Scouting.

2. Design elements

2.6 Imagery

Style

Style is not the focus of SCOUTS imagery. Content is the main issue. Keep in mind that SCOUTS imagery is natural and not posed or staged. Avoid abnormal camera angles and perspectives.

Group

Individual






Natural colours

Natural setting with a wide perspective.

Group

Individual






Artificial colours or surroundings

Artificially coloured images distract the viewer's attention from the image content. By removing the background, the context of the picture is lost and the motive of the subject is unclear.

Group

Individual


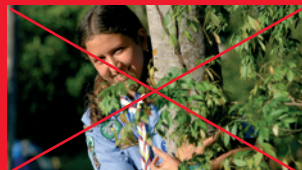



Real

Images that appear authentic and uncontrived support the SCOUTS message with a true moment and with true challenges. Scouts are real people in real situations.

Group

Individual

Posed or staged



Posed images that look orchestrated and forced do not tell a good story, or inspire our audience.

2. Design elements

2.6 Imagery

Activities

All imagery reflects the idea of the brand strengths: Exciting, involving and empowering.

Group	Individual
	
Exciting	

Movement is visible in the images. They are action-packed and dynamic.

Group	Individual
	
Boring	



Looking bored and tired, these Scouts are not exciting anyone.

Group	Individual
	
Involving	



Working together, these Scouts are fully engaged in their activities.

Group	Individual
	
Passive	

The Scouts shown here are stiff and passive. These images simply do not portray Scouting's strengths.

Group	Individual
	
Empowering	

This diverse group of Scouts are proud to be working with their communities.

Group	Individual
	
Controlling	

This strict and controlled military formation is not conveying our true Scouting identity. Leadership should not be aggressive.

2. Design elements

2.6 Imagery

Diversity and combinations

When images are combined they portray diversity of cultures, gender and age.



Multi-cultural

SCOUT South Africa shows Scouts from all ethnic backgrounds and regions.



Fun, with a propose

Youth working and have fun together.



Multi-generational

Different ages are engaged and working together.



Boys and girls, men and women

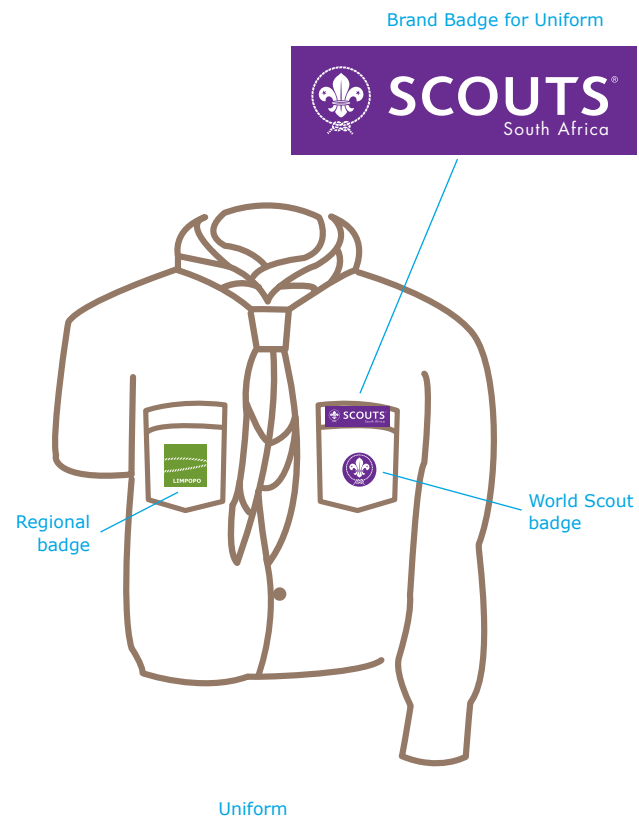
Boys and girls are constructively working together.

3. Examples of Application

3.1 Clothing

Uniform

SCOUTS branded items should all have a consistent look and feel.



3. Examples of Application

3.1 Clothing

Examples of clothing

The SSA promotional clothing can only be manufactured by the National SSA Office or with explicit written consent thereof. It bears the SSA logo without the rope.

The promotional clothing can be considered casual wear. The casual clothing ideas shown here, are just examples.

Promotional clothing

SCOUTS branded items should all have a consistent look and feel.



Hoodie



Cap



T-shirt



Buff

3. Examples of Application

3.2 Signage

Signage

The signage guidelines and templates are applicable when developing signage. Any deviation needs to be approved by the SSA National Office.



Example of sign with coloured rope and tag line



Example of sign with purple rope and tag line



Example of sign with directional arrows

3. Examples of Application

3.3 Flags



3. Examples of Application

3.4 Certificates

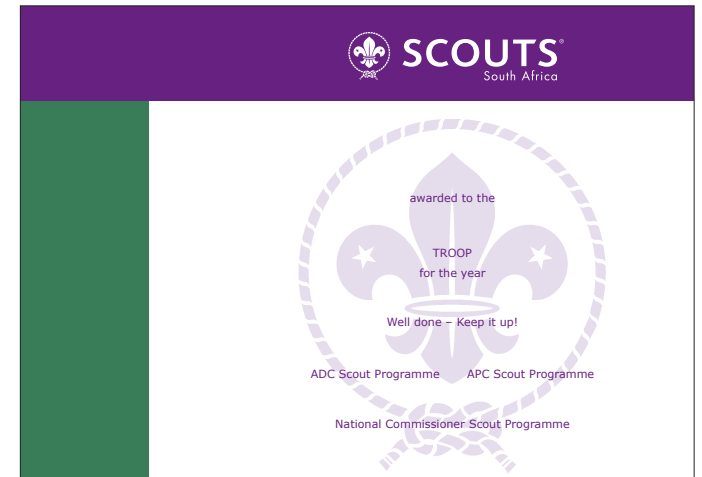
Examples of Certificates



3. Examples of Application

3.5 Award Certificates

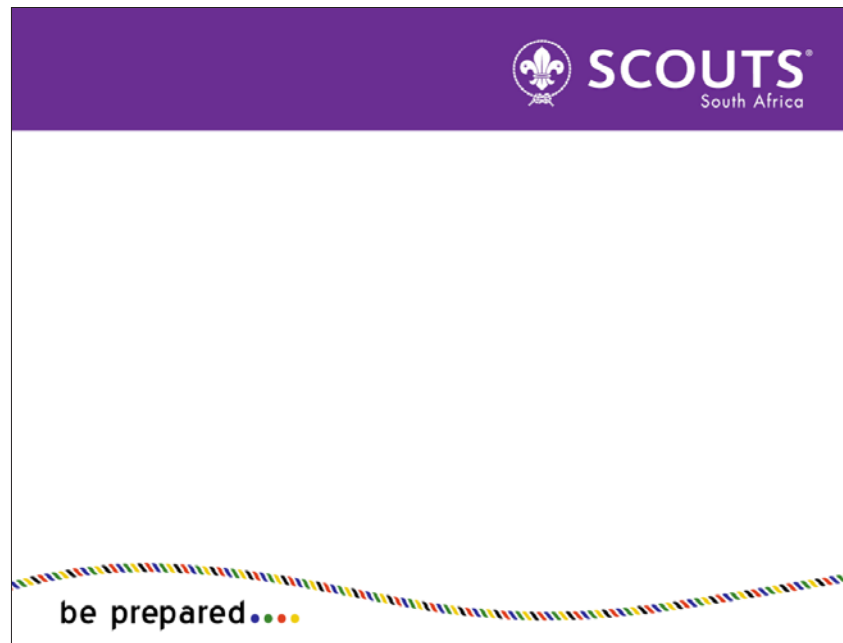
Examples of Star Award Certificates



3. Examples of Application

3.6 PowerPoint slide

Examples PPT- Power Point Template



3. Examples of Application

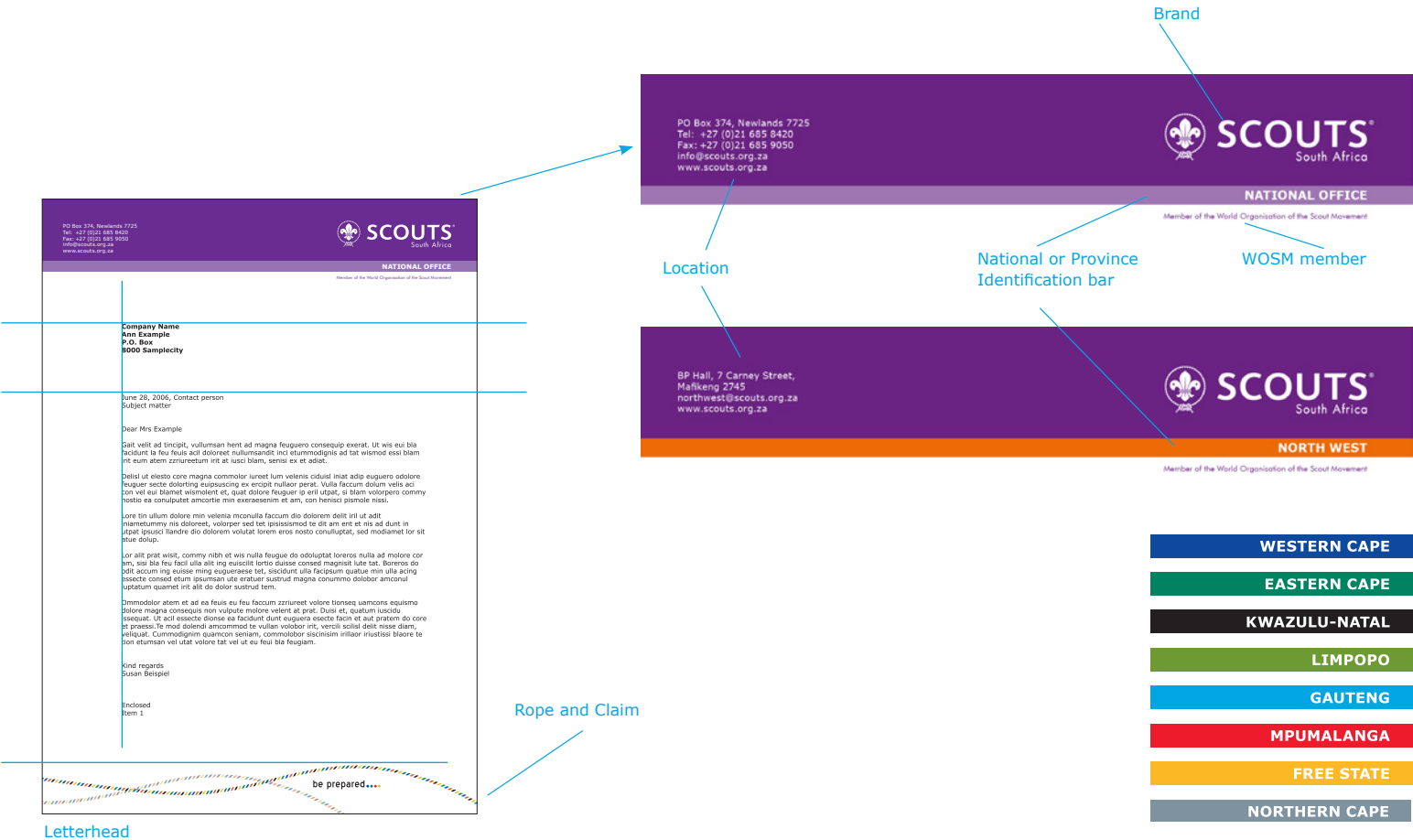
3.7 Letterheads

Letterhead guidelines apply.

Group letterhead guidelines are available for download on SSA website/marketing toolkit. The regions can provide groups – in good standing – with regional letterheads if requested.

The design of the top heading is pre-printed, and the content in black can be provided as a template to be downloaded. This stationery applies directly to the SCOUTS South Africa National Office and its regions.

In order to identify different regions some of the artwork variations have been prepared. However, SSA National Office is responsible for the manufacturing thereof.



3. Examples of Application

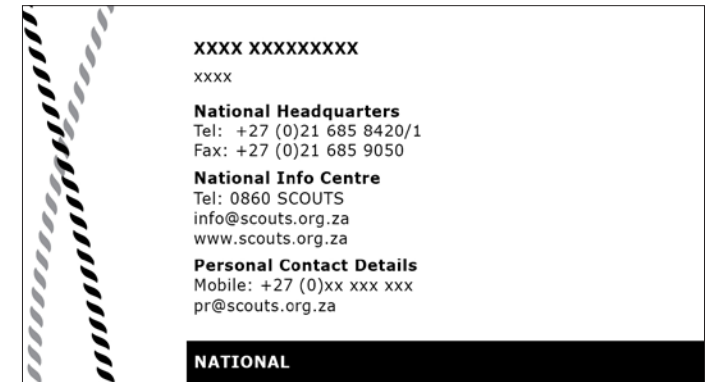
3.8 Business Cards

The first impression is the best presentation, the SCOUTS South Africa business card presented here reflects the influence of the brand and the flavour of the country, 2 sides are essential to provide effective and clear information.

The business cards are issued by the National Office of SCOUTS South Africa as per Exco approval. For promotional business cards for members see 6.5 Promotional cards. These are downloadable from the website.



Business card (front & back)



The black and white bar at the back of the business card is used to identify the National Level or regions.

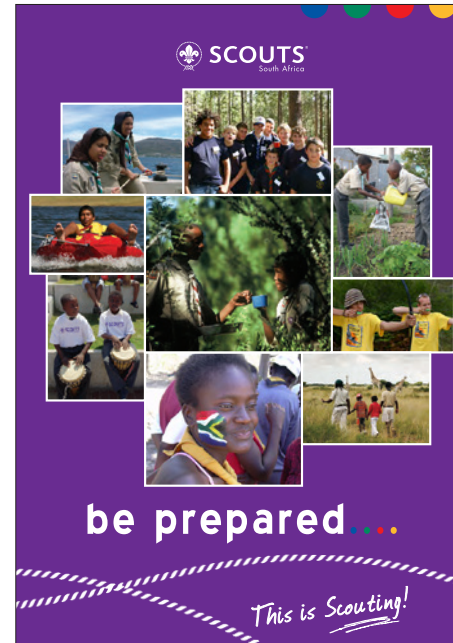
Materials may not be altered without permission of the SSA CEO.

3. Examples of Application

3.9 Corporate CI for promotion



Pull up banner



Booklet



Feather banner



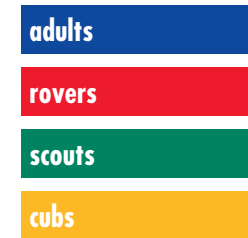
Car magnet

4. Brand Application

4.1 Principle of colour

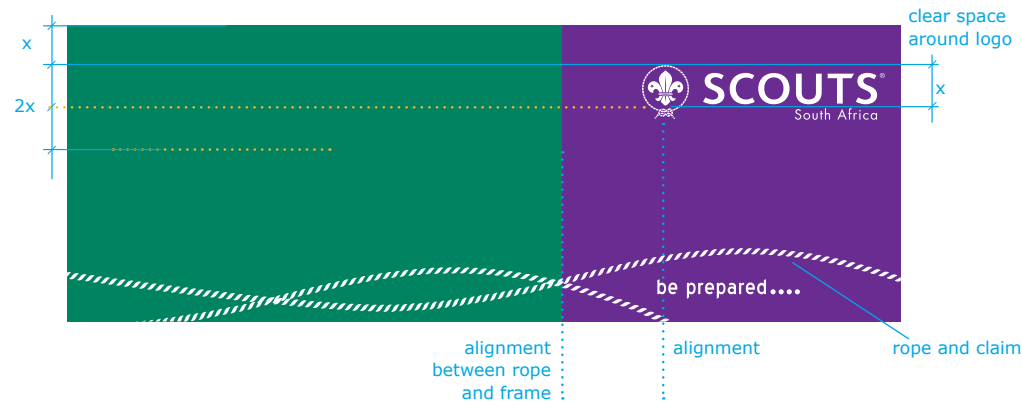
Categorisation of SCOUTS SA branded applications

To give more clarity in the print media, we use a categorisation system based on the demographics of SSA. There are four groups:



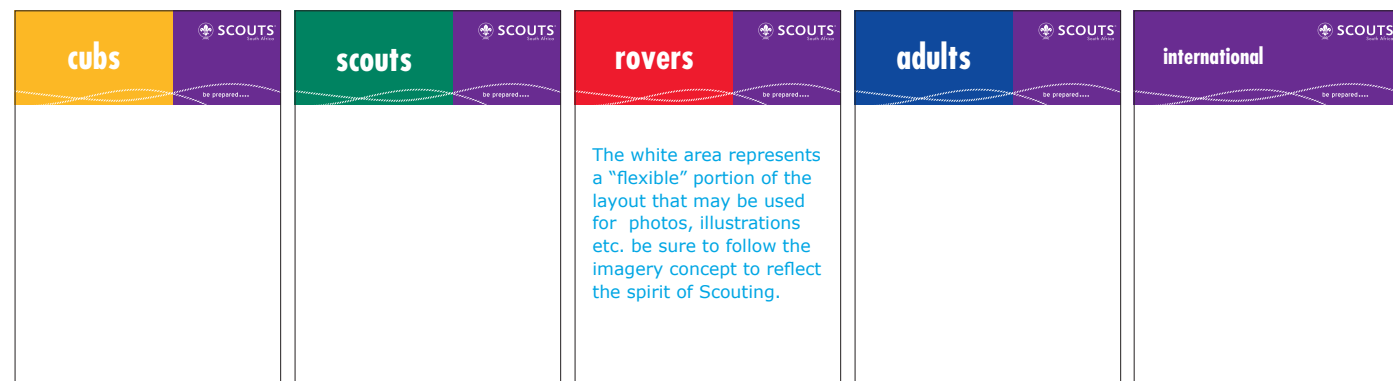
top edge
of format

Usage of categorisation



The colour for the programmes is base on the colour coding system, if you may want to add additional programmes please use the existing colour code.

Examples



4. Brand Application

4.1 Principle of Colour

Basics

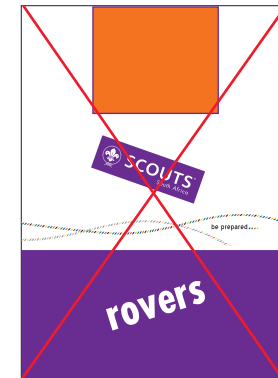
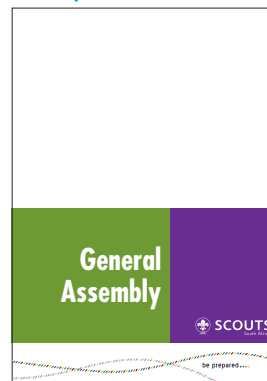
To categorise and structure the print media there is a defined principle based on the usage of colour and the purple area. The aim is to maintain individuality and creativity. There are three levels of branded communication:

- **Maximum branded:**
Strategy, Youth Programme, Adult Resources, Governance, Communication, Management, Policies, etc.
- **Medium branded:**
International and National events, scout programmes, projects, periodicals, circulars, etc.
- **Low branded:**
Partnership advertising, regional publications, co-branding with NGOs etc.

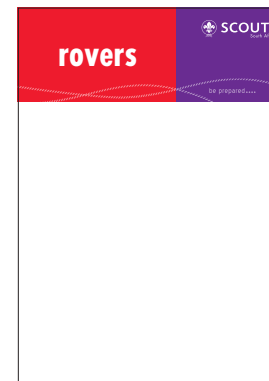
Don'ts

The layout branded may not be more than one portion.

The Scout Logo should not be outside of the brand section.

**Examples**

MAXIMUM branded



MEDIUM branded



LOW branded



EXAMPLE PARTNER branded

promotional ci
2015

this is scouting!

be prepared



5. Promotional SSA Brand Design Elements

5.1 Logo

The SCOUTS logo is made up of the emblem, the wordmark "SCOUTS", the registration sign and the country name. The same rules and guidelines apply as mentioned in 2.2. – page 7.

For the promotional branding of SSA we have chosen to depict the logo in a badge form, rather than to use the clean vector version. This rule will apply to all digital and most printed collateral, with the exception being signage, some promotional items including banners and flags, where its more practical as well as visually cleaner to not use the badge.



5.2 Secondary Design Elements

Background

The SSA promotional CI strives to depict an outdoorsy, rugged and natural image in all SSA artwork. This is accomplished through the usage of texture. We make use of canvas/burlap/hessian type textures – in short any canvas that has a noticeable weave – as our background image, upon which all the information, graphics as well as pictures will sit.



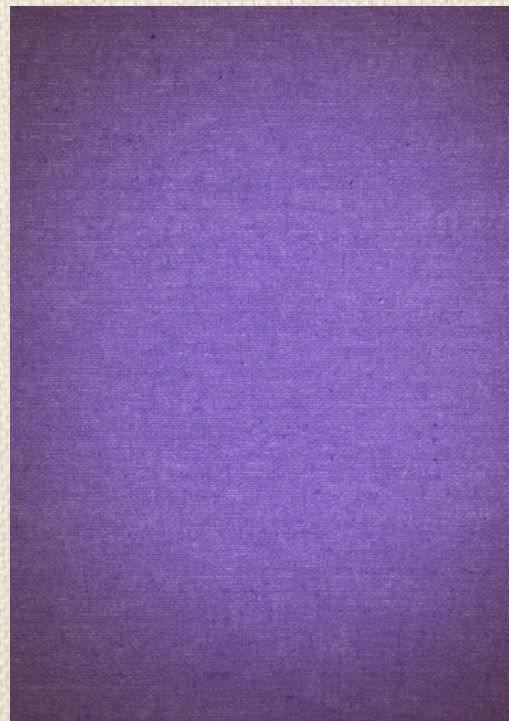
5. Promotional SSA Brand Design Elements

5.2 Secondary Design Elements

Background variations

We can take any of the neutral backgrounds and make them purple, hessian, white or cream if required for the artwork. If the background is purple it must match the SCOUTS South Africa brand colour purple: C79 M94 Y0 K0.

A combination of the neutral and the purple textures can be used. The place where they overlap must look like a frayed edge where possible and straight lines can be used sparingly.



5. Promotional SSA Brand Design Elements

5.2 Secondary Design Elements

Background extras

Frayed edges:

If the canvas ends, it must end in a rough, frayed edge like this:



Holes and tears:

Other extra design elements are the use of holes/tears/rips in the canvas/hessian.



5. Promotional SSA Brand Design Elements

5.2 Secondary Design Elements

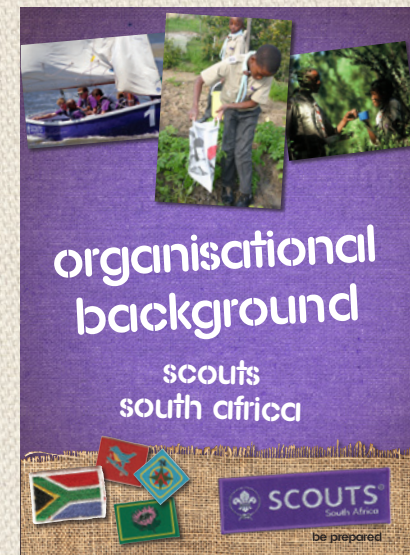
Badges as design elements

Badges form part and parcel of the SCOUTS South Africa programme and are well known visual imagery that represent SSA. Therefore we have opted to include them as design elements to the promotional brand identity.

We can use different elements (flags etc) in badge form as well as the actual badges as design elements in layouts and promotional materials.

Note: No other design elements are permitted:

Unlike with the standard corporate identity the rope in its original format does not feature in this promotional CI and may not be used.



5. Promotional SSA Brand Design Elements

5.2 Secondary Design Elements

Typefaces/ fonts

As per 2.4. page 13 there are two typefaces that can be used in SCOUTS South Africa materials.

Futura and Futura Bold Condensed

These are used for headlines and main titles of South African publications.

Verdana

This font is used for the body copy of all documents and the website.

Futura Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...**

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...**

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.-!@()...

5.2 Secondary Design Elements

Additional Graphic Element

South Africa has an extra “graphic element” font, to be used as a “visual” graphic device on collateral. It can replace the standard headline because it becomes a fixed graphic element as part of the design. The style of the font helps to achieve the “ruggedness” and “rawness” of the overall South African look and feel.

ag stencil

This font will always be made to look like it is part of the background, like it has been stencilled on the canvas. In this way it will not be nor feel like an actual font, but more like a graphic.

**abcdefghijklmnopqrstuvwxy
z1234567890,.-!?!@()**

5. Promotional SSA Brand Design Elements

5.2 Secondary Design Elements

Imagery

As per 2.6. page 16, imagery of SCOUTS South Africa needs to strengthen our communication and reflect our brand correctly and effectively.

In addition, when it comes to the imagery in our promotional CI the following applies:

Even though the content of the imagery is the focus, the style of the photo's should also be considered. Our content must remain the focus, but the style is important in getting across the energy of SCOUTS South Africa.

Although the content must be natural, we need to be more engaging with images that draw the viewer in and entice them, as opposed to just being voyeuristic imagery. We need to feel the energy and the passion, the challenges and the victories, the lessons and the rewards.



6. Examples of Application

6.1 Generic promotion

Poster



Banner



Car magnet



Cards



6. Examples of Application

6.2 Group promotion

cubs

do your best . . .

7-10 year old boys & girls

Being a Cub is fun and exciting! You learn new things, make new friends, do good turns to help people and protect nature around you!

play, sing and build things with friends, discover new places, plants, animals, cultures and technologies, camp or have a sleepover.

ready to explore and have fun as a cub?

scouts

be prepared . . .

11-17 year old boys & girls

Being a Scout teaches you how to be independent, how to take responsibility, how to protect your environment, how to contribute to your community and how to be prepared for success!

hike, sail, fly and camp, get active, respect your environment, be a leader and team player, be inventive, experience the adventure.

are you up for the scouting challenge?

join

32 million youths worldwide!

SCOUTS South Africa

"The Scout Movement is a world leader in educating youth. Scouting inspires patriotism, sound moral values, courage, character-building, self-reliance and community awareness. It motivates our young people to achieve their full potential."

Nelson Mandela

Find out more:

www.scouts.org.za

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Registration number 019-215-NPO

get involved, empower and inspire

ASSISTANT TROOP SCOUTER

PACK SCOUTER

be prepared

SCOUTS South Africa

0860 SCOUTS (0860 726887)

info@scouts.org.za

www.scouts.org.za

www.facebook.com/SAScout

@SAScout

6. Examples of Application

6.3 PowerPoint templates



The borders and SSA logo may not be cropped.



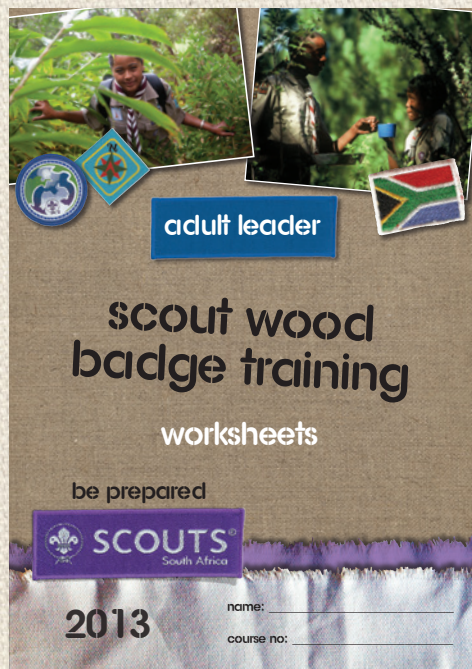
No additional imagery may be added to PowerPoint slides.



The rope may not be used with the promotional CI.

6. Examples of Application

6.4 Programme materials







6. Examples of Application

6.5 Promotional cards

Peer-to-peer invitation cards







Name: _____
Group: _____
Event: _____
Place: _____
Time: _____

0860 SCOUTS (0860 726887)  www.facebook.com/SAScout
 info@scouts.org.za  [@SAScout](https://twitter.com/SAScout)
 www.scouts.org.za

Promotional member business cards



Name: _____
Group: _____
Role: _____
Tel: _____
Email: _____

0860 SCOUTS (0860 726887)  www.facebook.com/SAScout
 info@scouts.org.za  [@SAScout](https://twitter.com/SAScout)
 www.scouts.org.za

6. Examples of Application

6.6 Brochures and pamphlets

Brochure



Corporate factsheet



Pamphlet



6. Examples of Application

6.7 Media adverts and programmes

Advert



Adverts can be requested and will be manufactured by the SCOUTS South Africa National Office.

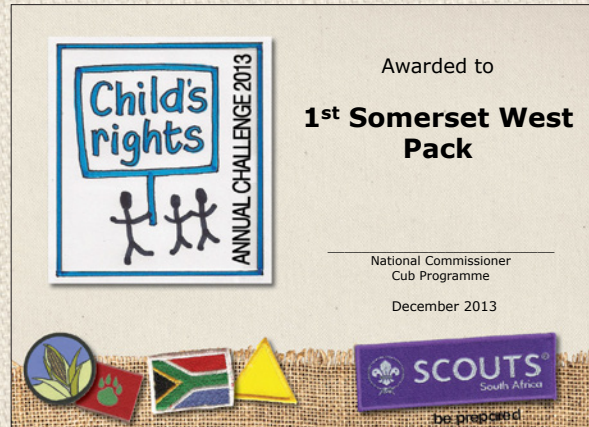
Programme



6. Examples of Application

6.8 Certificates and invitations

Annual Challenge Cub certificate



Generic certificate



Invitation



No additional imagery nor the rope may be added to the certificates and invitations with the exception of event logos and photographs.

Appendix

A. Appendix

A.1 Brand protection

What does the ® mean?

A registered trademark confers a bundle of exclusive rights upon the registered owner, including the right to exclusive use of the mark in relation to the products or services for which it is registered. The law in most jurisdictions also allows the owner of a registered trademark to prevent unauthorised use of the mark in relation to products or services which are similar to the "registered" products or services, and in certain cases, prevent use in relation to entirely dissimilar products or services.

"We are the pirates of our own brand"

This Brand Logo is the signature of World Scouting. It is composed of the World Scout Emblem (the fleur-de-lys), the word "SCOUTS" (our name is our fame), and your country name "South Africa. This brand logo is an internationally protected registered trademark. Misusing it is an act of piracy. The conditions of use and commercialisation of this brand can be found in Circular n° 5/07 and its annexes "World Scouting's Brand & Its Trademarks".

Every member of the Movement must take responsibility to preserve its integrity. For more information, email: pr@scouts.org.za



A. Appendix

A.2 How to use SSA's Corporate Identities

SSA has two Corporate Identities that drive the marketing and branding, depending on who we are talking to and what we are saying. The two CI's may never be mixed and used together in one document, presentation and/or promotional materials! The more corporate standard CI is the white background, the standard SSA logo, "Be Prepared" tagline and rope. The more adventurous promotional CI includes the textured backgrounds, SSA badges as visual elements, "Be Prepared" tagline and SSA logo in badge form.

Standard CI

All materials that are not for internal and/or external promotional use. Exception: marketing tools where the usage of the standard CI applies.

Examples (not exclusive nor limited to):

Marketing: Flags, signage, clothing, specific merchandising, etc... Administration: All official letters, HR documents, contracts, financial, project and asset (e.g. property) management, policies, reports, financial management, commercial order forms, etc...

Volunteer management: Official membership documentation, indemnity forms, warrant certifications, event and award applications, etc...

Promotional CI

All promotional and programme related materials that can be seen as tools for internal and/or external promotion of SSA. With the exception of flags, clothing, specific merchandising and signage.

Examples (not exclusive nor limited to):

Marketing tools: Brochures, pamphlets, posters, (generic, group, event), pull up banners, power point presentations, publications, advertisements (e.g. print, online and window), announcements, newsletters, websites, car magnets, cover pages of presentations, merchandising that doesn't require the clean standard CI, etc...

Programme materials: New programme modules and trails, presentations, etc.

Training materials: Training presentations and materials, etc...



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